REFRAME

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Why is the REFRAME approach important and why is it unique?

GEBIEDSCOÖPERATIE WESTERKWARTIER

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What was invented, facilitated, or reported as an act of sharing information?

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Which initiatives, invented or facilitated, will survive the REFRAME funding for the benefit of food producers and local?

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How did the REFRAME project change the strategy and vision of your organization?

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DAGBLAD VAN HET NOORDEN

Boeren brengen 'Westerkwartiervlees' op de markt

koos bijlsma · 25 januari 2020, 14:47 · Groningen

Deel dit artikel

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Did we leave a track record of publishing our experience? And what can still be done?

Internationally: Maybe not!

Overall publication on the basis of the overall descriptives

REFRAME > Online Resource Centre

REFRAME

About

News

Online Resource Centre

- New skills for food related SME's within a regional food frame
- Regional organization in a cooperative structure
- Policy decision taking on urban food policies and intentions

Online Resource Centre

Welcome to the REFRAME project Online Resource Centre. Here is where we collect our best Practices and show it for participants, stakeholders and other interested in REFRAME project and the Regional Food Frame approach.

Within the REFRAME project we have six project objectives:

- New skills for food related SME's and other stakeholders within a regional food frame
- Regional organization in a cooperative structure
- Policy decision taking on urban food policies and intentions
- Business innovation through smart specialization
- Create data and understanding of current supply and demand
- Regional food for environment, climate and health

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What can still be done to have maximum impact for your region through Reframe?

Voedselakkoord Westerkwartier

Food agreement Westerkwartier

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Track-records of REFRAME West Sweden

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The REFRAME project enabled us to:

- ✓ respond to the ICA Maxi initiative by developing services that help food producing SMEs to adapt and provide attractive offers to grocery stores
- ✓ develop the internal trade with the produce from the natural resource schools to other units within the organization, which strengthened the educational environment at the schools
- ✓ strengthen the collaboration and build trust between the Swedish partners
- ✓ gain new knowledge and understanding

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What will live on?

- ✓ The result of most of the activities that we carried out will continue to live in SMEs and grocery stores. New knowledge and collaborations, improved sales and communication skills, more competitive products etc.
- ✓ The wider range of services from Agroväst and Locally produced in West to food producing SMEs
- ✓ An educational environment at the natural resource schools that better supports short food chains
- ✓ Our collaboration

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What can still be done?

- ✓ Development of “shop in shop” – delivery of ordered products from e-commerce in grocery stores
- ✓ Sale of dishes on local produce from local restaurants in grocery stores
- ✓ Develop a service that supports cultivation of new crops at the natural resource schools - provide seed for cultivation, and the service of cleaning, sorting and packaging the produce
- ✓ Listen and learn more from other pilot regions

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Goda exempel på handel
med lokalproducerad mat
Samarbetslösningar för
livsmedelshandel med fa
mellanhänder
Råd om hur du skalar upp
din verksamhet i volym
eller produktbredd
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GÅRDS
Värsås
MJÖLK
JAG ÄR
FRÅN
VÄRSÅS
Gårdsmjölk från trakten
Extrapris
ÄPPEL/PÄRON
MUST
22:-
JUICE
MUST
3L
MAXI
ICA STORMARKNAD

Leaving a track record of REFRAME

A Danish initiative in the region of Northern Jutland that brings local food to the consumers

17.06.2020, Taste of Denmark

REFRAME

Smagen af Danmark

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Participating in REFRAME has meant….

- REFRAME has enabled smagdanmark.com to be implemented
- REFRAME has meant that ToD could work on evidence-based marketing and documentation of unique qualities

Smagen af Danmark

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Actions which will ‘survive’ REFRAME

- Smagdanmark.com platform
  - We need it
  - There is no alternative
  - Covid-19 has made it clear that it is necessary
- Evidence-based marketing
  - The platform will be used to introduce this
  - Takes storytelling to another level
- ToD and FødevareDanmark have joined forces
  - An umbrella branch organisation of specialty food producers and specialty retail shops

What can still be done…

- Document that we can make a local infrastructure work
- We still have to some work to do in order for smagdanmark.com to function properly
- Get evidence-based marketing up and running

Final remarks from Laurids

The REFRAME approach is necessary to meet the UN sustainability goals

- What needs to be done differently if we want to meet the goals
- This is what he wanted to discuss when we meet in Denmark
- We should communicate something about the experiences that have been generated

Leaving a track record of REFRAME

17th of June 2020

Explain through one of your actions/projects what difference meant participating in Reframe for your organization

- Supporting the change of products in school canteens by meetings
  The importance of regional and sustainable products in school canteens increase → sensitize responsible departement and employee in County Wesermarsch to support this topic in our organisation beyond the project time.

- Support the topic of food education for kindergartens, schools and consumer

  - Publishing a booklet with food education programms out of the region (planned for August 2020)

- high interest and participation in the network event showed our organisation that the topic of regional food chains is of great importance in our region

  - Planned to support the topic of regional food chains beyond the project time

Which action, policies or project will ‘survive’ Reframe and why?

- A yearly revised booklet of food education programms for Wesermarsch County kindergartens and schools
- Change of policies for school caterer – buying more sustainable food (actual not implemented but in progress)
- Supply agreement between producer and large consumer (f. ex. elderly home)
- Maybe a following project to built a sustainable beef coopertive and food chain

What can still be done to have maximum impact for your region through Reframe?

- We hope to get the possibility organizing further network and information events → needed to initiate more activities in the region, transfer knowledge and sensitize stakeholders for the topic

- Necessary to build a more sustainable network of SMEs

Thank you for your attention !

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Reframe is as **Important as Unique** because of:

The people and partners in their diversity

The projects purpose becoming more important each year

In the Netherlands they now say:

‘Local is the new normal’

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Projects surviving Reframe

Thinking about the food policy, we will continue:

KETENTAFEL

- Many different stakeholders throughout the foodchain
- We need them all to make a change
- Building a 'local network' is important.....

How to explain Reframe/short foodchain

The Story About Food

- Explaining the foodchain
- For everybody: directors to consumers
- Short and clear from every point of view

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Ketentafel voedsel (Round table food)

Ketentafel, is a local network

- With many different parties throughout the foodchain
- Sharing thoughts, ideas, plans together
- Inspiring each other
- Working together
- Starting new projects
- Between different sectors
- Education becomes more important in a changing field
- Etc.

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The story of Food

'The Story of Food' as a website

- To inform consumers about (local) food
- Local food events
- Where to buy
- A place for producers and other actors throughout the foodchain to connect
- Health, sustainability, foodwaste and other issues

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What is there still to achieve

Learn from our partners....

- Sweden, how to get your produce into the Supermarket

There is no organization in The Netherlands which..... How can that be established and how do other partnerregions do similar things. Smagen of Denmark and advising local farmers to sell their products in Northern Germany

- Belgium and Sweden: Reko Ring and Lokaal markt

In September we will have a try out on the Sugar Factory area with a market which will have some of the different examples we have seen in Reframe.... Dutch Reko Lokaal

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Video Toentje

Still developing

Together with partners

For the city and the region....

Community and schools

https://youtu.be/DQde0OwUIiI

Flanders:

We discussed with the partners in order to continue the B2B taste market in the future. We also have a new project within VIVES, namely Farmer Business +. The contacts and knowledge we have gained during REFRAME will be used further in that project.